



## CALGARY ZOO AND CASH360™ ACCURACY, SECURITY & PRODUCTIVITY

**For more than 75 years, the Calgary Zoo, Botanical Garden and Prehistoric Park has offered visitors from around the world the opportunity to experience and interact with wildlife – right in the heart of the city, only five minutes from downtown. Western Canada's largest accredited zoo makes every trip an adventure with over 1000 animals, 6 acres of botanical gardens, a prehistoric park, zoo-nique playgrounds and more.**

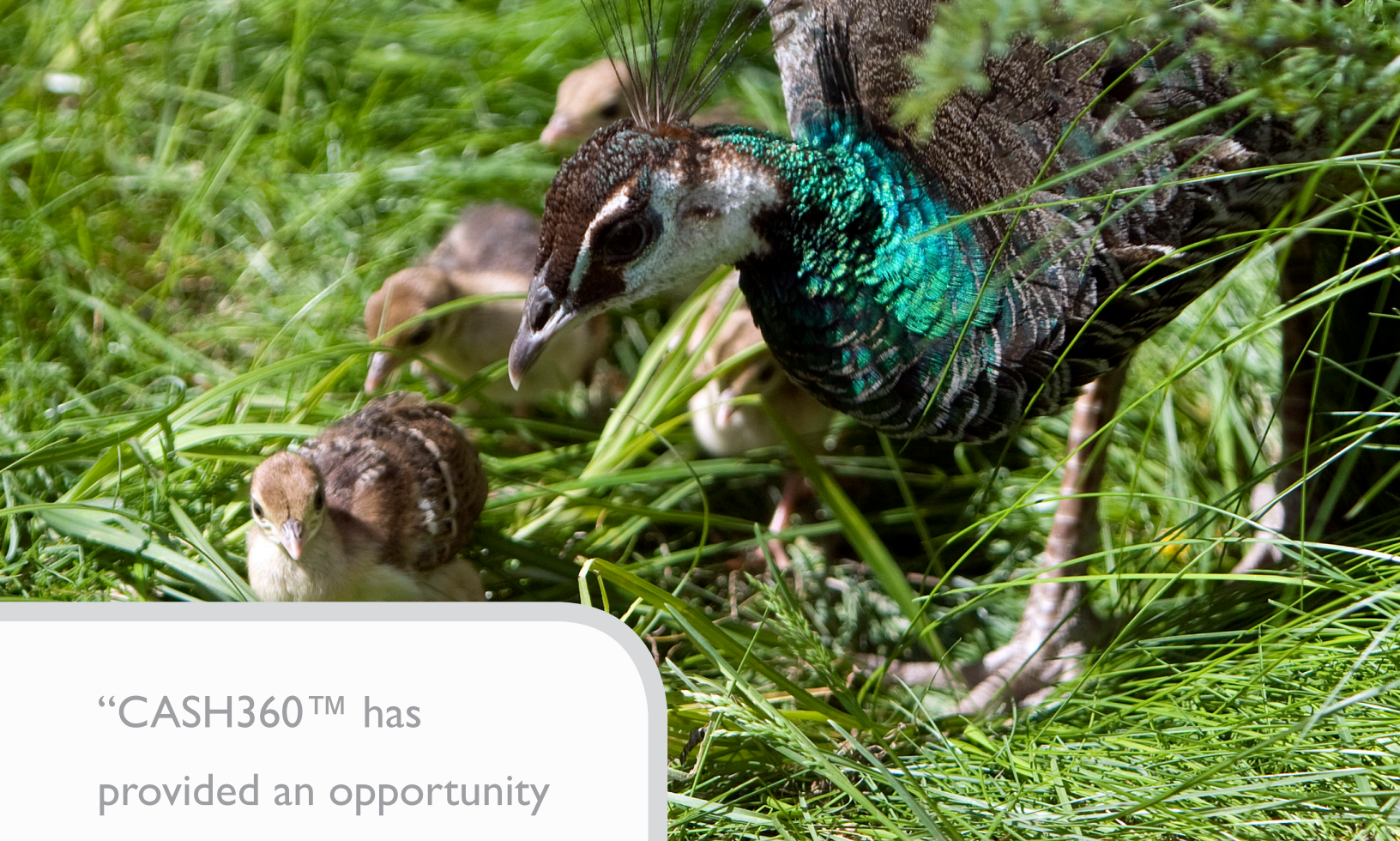
Founded in 1929, the Calgary Zoological Society has welcomed over 5 million visitors over the last five years and has received a wide range of awards throughout its history in recognition of its commitment to conservation research and the protection of endangered species.

When the Calgary Zoo contacted their local G4S branch to inquire about cash pick-up pricing, the new CASH360™ cash management solution was brought to their attention as an efficient and cost-effective solution for their diverse business operation.

G4S conducted an on-site needs assessment and complete analysis of existing cash management policies and procedures. Through this process, G4S and the Zoo team were able to custom-design a cash management solution that would provide the greatest return on investment through one single-source provider.

The ideal solution was available through the G4S CASH360™ suite of products. Using world-leading technology in both hardware and software, G4S was able to provide integrated cash management tailored to the zoo's specific requirements.





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Drawing on its expertise in technology solutions and secure cash management, G4S was confident that the CASH360™ suite of products would provide significant improvements in accuracy, security and productivity.

The Zoo Cash Room, located at the rear of the grounds, originally housed three full-time employees who handled cash receipts from both the admission gates and the various concession stands located throughout the zoo. Given the large area covered by zoo attractions, staff from all of these areas were spending valuable time picking up and returning their cash inventories, often taking

up to 20 minutes per trip. A solution was needed at both ends of the zoo to maximize time and labour savings.

G4S determined that the CASH360™ C-Solution, with a combined high-capacity note and coin recycler, was needed in both the admissions area and the Cash Room. By combining the largest note recycler in the CASH360™ suite of products with a high-speed coin recycler, the time required for staff to physically reach cash services was reduced by half.

Automated processes also streamlined both the pick-up and return functions. For example, pre-determined floats could be removed in just one minute using a user identification code and PIN.

The availability of cash services in two areas of the zoo also enhanced security through reduced exposure within zoo grounds.

CASH360™ has also had a major impact on the operation of the Cash Room itself. Increased





accuracy within an automated cash management process has made CASH360™ the perfect solution for the Calgary Zoo.

John Orwa, Assistant Controller at the Calgary Zoo commented, "The CASH360™ machine has provided the Cash Room with ample time to focus on key duties around the organization. G4S reporting is enabling the staff to identify and focus on critical areas thus adding value which was non-existent before. This demonstrates the Pareto's principle that reminds managers to focus on the 20 percent of what they do every day that really matters, because that will produce 80 percent of their results. CASH360™ has made this a reality."

Since the introduction of CASH360™ into its operation, the zoo has achieved increased cash accounting accuracy, improved security and a reduction of 25% in labour cost associated with cash collection.

Within the Cash Room itself, G4S was able to

provide more benefits given the automated functions provided by CASH360™ including the preparation of floats, deposits and counting of cash as it goes into the machine.

"As a not-for-profit organization, we are always looking for solutions that will allow us to reduce our administrative overhead, yet ensure certain key controls are maintained. The CASH360™ solution has accomplished just that – providing us with an opportunity to manage the process while seeing a substantial increase in efficiency and effectiveness in our Cash Room and with our cashiers," added Carol McQuade, Controller and Manager Office Administration at the Calgary Zoo.

# Securing Your World



Paying by cash is still the most popular way for consumers to buy goods, wherever you go in the country.

While more cost-effective than electronic transactions, the average retailer can still spend up to 1.7% of their turnover managing their cash processes. As profit margins are growing ever tighter, the opportunity to reduce costs has never been more welcome.

The culmination of two years of sustained research and development, G4S's CASH360™ total cash management solution is a revolutionary security technology that delivers tangible benefits to our clients.

G4S's customized solutions reduce costs, mitigate risk and increase efficiency for our clients. We lead the security industry in terms of reporting and metrics for our clients. And we understand the importance of protecting employees, as well as protecting your cash.

CASH360™ is a truly comprehensive cash management solution, optimizing every process from point of sale through to settlement in your bank account. By integrating CASH360™ with all elements of the cash cycle, our solution ensures that all key activities are managed by a single partner who knows and understands cash.

Let us help you to see the opportunities that exist in the challenge of securing your world.



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